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CLAIMS

1. A method for conducting a competition in conjunction with advertising, comprising the steps of:

(1) dividing a literary work comprising a correctly ordered sequence of words into a plurality of distinct parts, each part having no readily identifiable means for determining the correct sequence of words in the literary work;

(2) creating a plurality of playing pieces, each piece comprising one of the distinct parts;

(3) distributing the plurality of playing pieces to members of the public; and

(4) in response to receiving a correctly ordered set of playing pieces that represents the correctly ordered sequence of words in the literary work, awarding a prize.

2. The method of claim 1, wherein step (2) comprises the step of creating playing pieces comprising an advertisement.

3. The method of claim 2, wherein step (2) comprises the step of creating playing pieces comprising an advertisement having no apparent relationship to the literary work.

4. The method of claim 2, wherein step (2) comprises the step of creating playing pieces comprising a card having one of the distinct parts and the advertisement; and

wherein step (3) comprises the step of distributing the playing pieces to the public by giving them away in exchange for paid advertising.

5. The method of claim 3, wherein step (2) comprises the step of creating playing pieces that have one of the distinct parts on a first side thereof and the advertisement on the other side thereof.

6. The method of claim 1, wherein step (2) comprises the step of creating playing pieces that are represented in a computer form that can be displayed on a computer screen; and

wherein step (3) comprises the step of distributing the playing pieces through the Internet.

7. The method of claim 6, wherein step (2) comprises the step of creating playing pieces that are each associated with an advertisement.

8. The method of claim 1, wherein step (3) comprises the step of distributing only some of the

plurality of playing pieces during a first time period, then distributing remaining playing pieces during a later time period.

9. The method of claim 1, further comprising the step of distributing additional "helper" playing pieces that contain information regarding the correct sequence of one or more of the playing pieces.

5 10. The method of claim 6, further comprising the step of intermittently displaying the playing pieces on each of a plurality of web sites, such that participants are encouraged to frequently visit the plurality of web sites.

11. The method of claim 1, wherein step (2) comprises the step of creating playing pieces each comprising an identifier that identifies the playing piece without identifying the correct sequence of playing pieces.

12. A system for conducting a competition, comprising a central computer accessible from a participant's computer via the Internet, wherein the central computer displays one or more playing pieces each comprising a distinct part of a literary work that, when combined with a plurality of other playing pieces and arranged in a correct sequence, will form the complete literary work and will entitle the participant to win the competition.

13. The system of claim 12, wherein the first computer further displays advertisements associated with each playing piece comprising the distinct part of the literary work.

14. The system of claim 12, further comprising a sponsor computer linked to the central computer, wherein the central computer transmits the one or more playing pieces to the sponsor computer over the Internet.

15. A system for conducting a competition, comprising a sponsor computer accessible from a participant's computer via the Internet, wherein the sponsor computer displays one or more playing pieces each comprising a distinct part of a literary work that, when combined with a plurality of other playing pieces and arranged in a correct sequence, will form the complete literary work and will entitle the participant to win the competition.

16. The system of claim 15, wherein the sponsor computer displays an advertisement associated with each of the playing pieces comprising a distinct part of the literary work.

17. The system of claim 15, wherein the sponsor computer receives the playing pieces

transmitted from a central computer.

18. A method for conducting a competition in conjunction with advertising, comprising the steps of:

(1) generating a plurality of playing pieces each comprising a distinct part of a literary work and a corresponding advertisement unrelated to the literary work, wherein the literary work comprises a plurality of words in a particular sequence, but wherein each playing piece contains no identifier that would permit a participant to arrange the playing pieces in the correct order;

(2) distributing the plurality of playing pieces to computers over the Internet; and

(3) in response to receiving a correctly ordered set of playing pieces that represents the correct sequence of words in the literary work, awarding a prize.

19. The method of claim 18, further comprising the step of distributing additional playing pieces that contain information regarding the correct sequence of certain playing pieces.

20. The method of claim 18, further comprising the step of intermittently displaying the plurality of playing pieces on each of a plurality of web sites.

21. The method of claim 18, further comprising the step of distributing additional playing pieces pertaining to the literary work by giving them away in physical form rather than through the web

sites.

22. The method of claim 18, wherein step (2) comprises the step of distributing only some of the playing pieces during a first time period, and distributing remaining playing pieces during a later time period.